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FLIR
SYSTEMS



Firestorm 2007



San Diego County



The Response

- 3 days of sustained winds over 40mph
- Gusts of up to 90 mph
- Humidity less than 10%
- 6 separate fires



The Result

- 368,000 acres burned



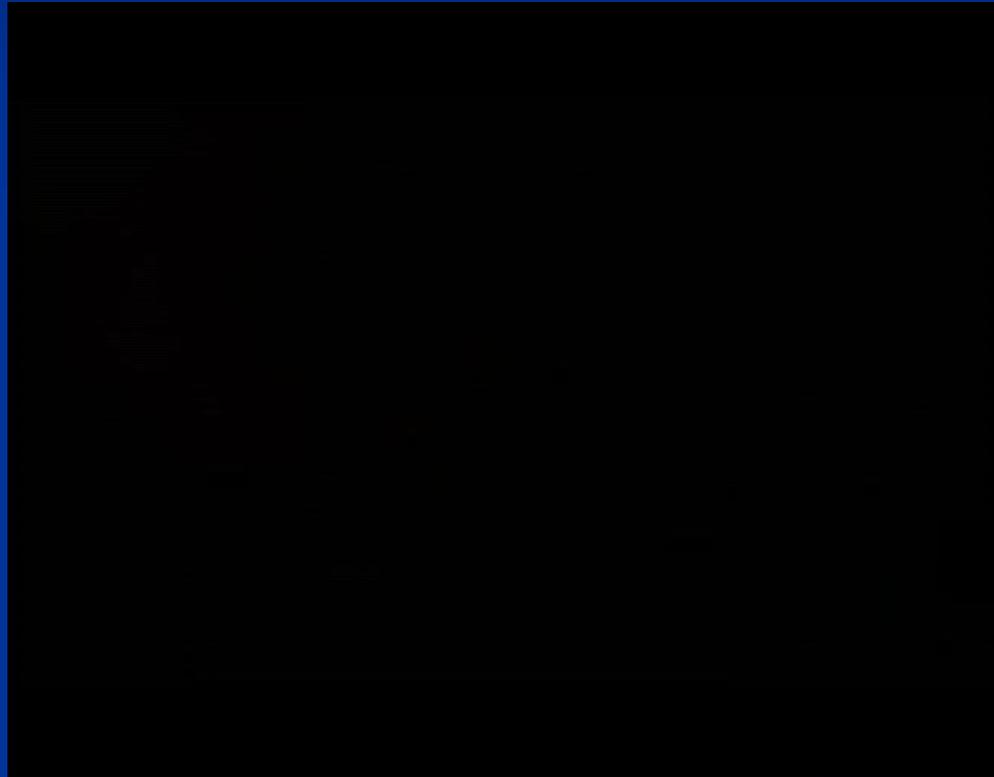
- 10 fire related deaths
- 1,751 residences and businesses destroyed

Evacuations

- Reverse 911 – 587,000 calls made
- 515,000 residents evacuated



A Community United



Shelter Operations



- Over 20,000 people sheltered
- 45 shelters
- 2 mega-shelters

Animal Services



- Over 2,000 large animals at Del Mar
- Pet Shelters co-located with Red Cross Shelters

Utilities

- Challenge to maintain electrical power
- Water issues due to power outages
- Phone Communications disrupted in many communities

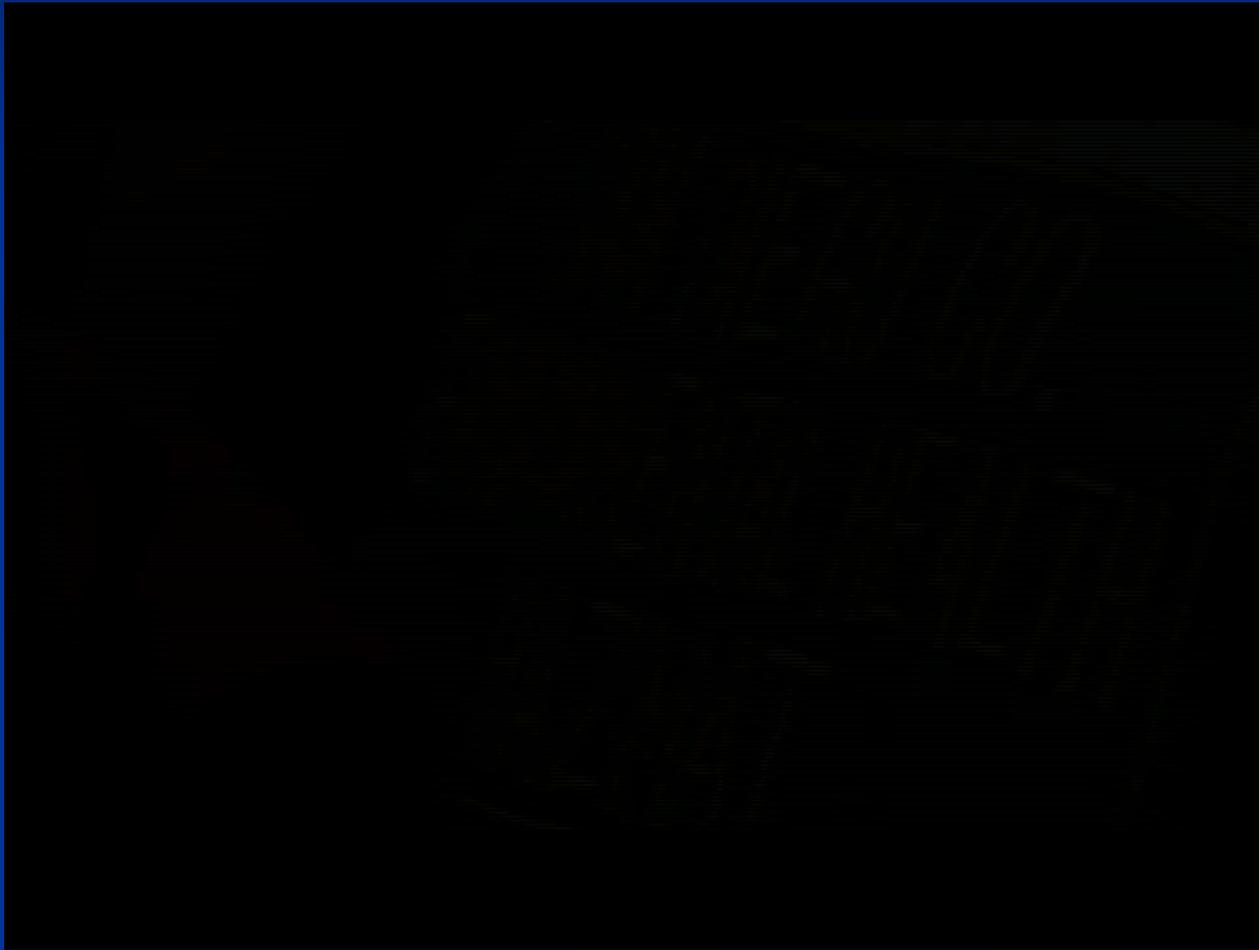


Emergency Operations Center

- 85 Agencies
- Situational Awareness – WebEOC
- Regional Leadership

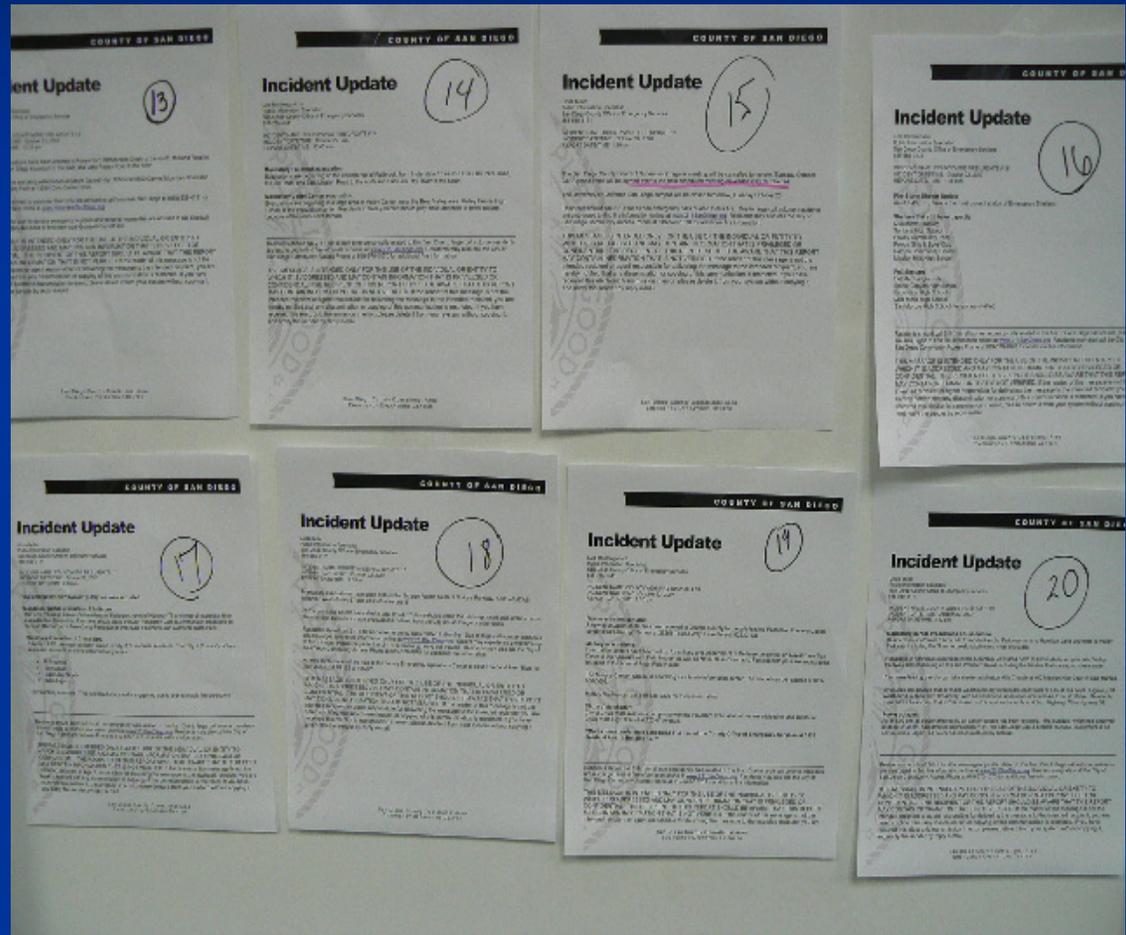


EOC Operations



Joint Information Center

- Over 200 press releases
- 211 – 109,000 calls received in first week
- Emergency Website



Liaison Operations



- Military
- Private Sector
- Transit
- Schools
- CERT

Communications

- Regional Communications was key
- 264 agencies using 800 megahertz



Medical Operations

- Separate Medical Operations Center
- 3 Hospital evacuations
- Special needs populations- 13 skilled nursing facilities evacuated



GIS

- Current Maps within 3 hours of activation



Principles learned to mitigate future disasters in San Diego



1. Advanced Preparation

- Public Awareness Campaign
- CERT and Community involvement
- Brush Management

Family Disaster Plan and Personal
Survival Guide



Preparedness Starts with You!

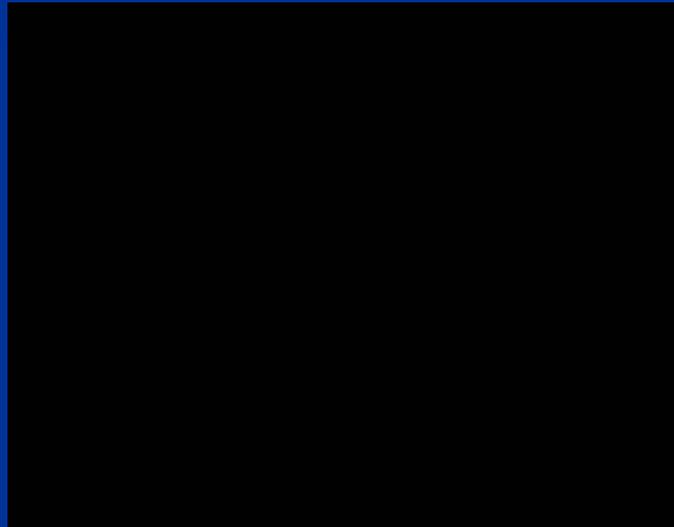
**Create a Family
Disaster Plan**

For information visit our Web site:
www.sdcounty.ca.gov/oes/community/families

Or call (858) 565-3490

A message from San Diego County's Office of Emergency Services

Public Service Announcements



2. Begin Recovery Early

- Recovery efforts began on the first day
- First Local Assistance Center opened while evacuations were still going on
- Public expectations, and scrutiny of recovery is high
- Meet early with FEMA



3. Public Communication is paramount to success

- Over communicate
- Send blast e-mails frequently (as often as every 15 minutes)
- Coordinate regional message at JIC
- Unity is critical
- Current Website and 211 are invaluable



Consistent Messaging



4. Prepare for the most likely events, but maintain flexibility to adjust to the unanticipated

- Communication systems
- COOP
- Regional Exercises
- Regional Planning



5. Public Private Partnership

- Disaster Response is a community effort
- Include community groups and businesses in disaster planning



6. Post-Disaster Response

- Important to not “just fight the last war”, but to think strategically and multi-hazard
- Long-term solutions are more important than short term fixes



Questions?

